

ABSTRACT

A thermally shrinkable pressure sensitive label has mutually perpendicular dimensions and comprises a composite of multiple layers. The shrink characteristics of the label are governed by a film component of the composite that is dimensionally stable at temperatures below an onset temperature, and that is thermally shrinkable when heated to temperatures at or above the onset temperature. Shrinkage caused by heating is greater in one as compared to the other of the mutually perpendicular dimensions.